

India – Calcutta

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The India – Calcutta GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Calcutta could include in a comprehensive tobacco control program.

The India GYTS was a school-based survey of students in Standards 8-10, conducted in 2000. A two-stage cluster

sample design was used to produce representative data for all of Calcutta. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 88.5%, and the overall response rate was 88.5%. A total of 1201 students participated in the India – Calcutta GYTS.

Prevalence

14.6% of students had ever smoked cigarettes (Male = 15.4%, Female = 9.5%)
 18.0% currently use any tobacco product (Male = 18.6%, Female = 14.6%)
 7.6% currently smoke cigarettes (Male = 8.8%, Female = 2.6%)
 10.7% currently use other tobacco products (Male = 10.1%, Female = 12.4%)
 29.3% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

26.2% think boys and 14.3% think girls who smoke or chew tobacco have more friends
 19.1% think boys and 14.7% think girls who smoke or chew tobacco look more attractive

Access and Availability - Current Smokers

10.9% usually smoke at home
 64.3% buy cigarettes in a store
 71.6% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

48.2% live in homes where others smoke
 66.1% are around others who smoke in places outside their home
 79.2% think smoking should be banned from public places
 70.4% think smoke from others is harmful to them
 45.6% have one or more parents who smoke, chew or apply tobacco
 8.9% have most or all friends who smoke

Cessation - Current Smokers

48.0% want to stop smoking
 51.8% tried to stop smoking during the past year
 78.9% have ever received help to stop smoking

Media and Advertising

80.9% saw anti-smoking media messages, in the past 30 days
 93.2% saw pro-cigarette ads on billboards, in the past 30 days
 67.0% saw pro-cigarette ads in newspapers and magazines, in the past 30 days
 14.6% have an object with a cigarette brand logo
 10.3% were offered free cigarettes by a tobacco company representative

School

40.9% had been taught in class during the past year about the dangers of smoking
 37.6% had discussed in class during the past year reasons why people their age smoke
 42.1% had been taught in class during the past year the effects of tobacco use

Highlights

- 18% of students currently use any form of tobacco; 8% currently smoke cigarettes; 11% currently use some other form of tobacco.
- ETS exposure is very high – half of students live in homes where others smoke; 2 in 3 are exposed to smoke in public places; half have parents who smoke, chew, or apply tobacco.
- 7 in 10 students think smoke from others is harmful to them.
- 8 in 10 students think smoking in public places should be banned.
- Half of smokers want to quit.
- 8 in 10 students saw anti-smoking media messages in the past 30 days; over 9 in 10 students saw pro-cigarette ads on billboards in the past 30 days; almost 7 in 10 students saw pro-cigarette ads in newspapers and magazines in the past 30 days.